Step-by-Step: Guide to building your LinkedIn Profile

**Step 1:** Upload Professional Photo
- Make photo visible to EVERYONE
- Profiles with pictures receive 7x more activity

**Step 2:** Update Your Headline
- Be Creative
- Your headline introduces you to the network

**Step 3:** Write an Engaging Summary
- Show your passion for what you do and the product/service you represent

**Step 4:** Add Rich Content
- Give viewers something to DO
- Videos/Images have been shown to increase profile engagement
- Add Photos, Videos, Blog, etc..

**Step 5:** Engage Your Network
- Share an article
- Update your status
- Comment on a connection’s status